

## Job Description

<b>Job title</b>	Communications & Fundraising Officer
<b>Salary &amp; Hours</b>	£24,799 FTE. 21 hours per week, worked regularly over 3 days (£15,192 pro rata for 21 hours). The post holder will be required to attend evening and weekend events and meetings, as and when needed. This time will be taken back in lieu.
<b>Responsible to</b>	Executive Director
<b>Contract</b>	6 months, to be reviewed and extended, subject to funding.
<b>Location</b>	The Charity is located at Wellspring House, Starbeck. Due to the nature of this job working from home can be negotiated. The post holder will also need to attend various external meetings in and around Harrogate.
<b>Benefits</b>	25 days holiday plus bank holidays (pro rata) rising 1 day per year after 3 years of service to a maximum of 30 days. 4% pension contribution

### Vision

To restore hope, develop resilience and facilitate positive change.

### Objectives

- Provide affordable, psychological support to adults and young people in distress
- Promote good mental health through education and training
- Be recognised as a centre of excellence within our field

### Purpose of the role

This is an opportunity to join Wellspring at a time of development and growth. In 2018 the charity moved into new premises to extend its services, which it is currently working on. The above role is new to the organisation.

Wellspring's communications work is informed and influenced by the views of people with experience of mental health problems. Wellspring aims to ensure that the needs and interests of mental health service users, are reflected in all its activities.

The main function of the role is to promote the work of Wellspring, raising awareness of its profile, leading to increased income and support. It is anticipated that this increased income will fund this post. We are looking for someone who is self-motivated, able to take the initiative, and work reflectively with the Executive Director to further develop the role. This post requires someone who is exceptionally well organised and efficient, has strong literacy skills and is an excellent verbal and written communicator.

The post holder must be sympathetic to the Christian ethos and values of Wellspring.

## Key Tasks

### Fundraising (60%)

- In collaboration with the Executive Director and External Relations Committee create and implement a fundraising strategy to generate income from individuals, major donors, businesses, churches and grant making trusts.
- Increase the number of individuals who financially support the charity through public engagement and promotion.
- With the Executive Director build new and stronger relationships with major donors and businesses, to ensure increased income.
- Maintain and develop relationships with churches, so that they see themselves as key partners in praying, fundraising, giving and volunteering for the charity.
- To organise and represent the charity at external exhibitions and events, especially if these have a fundraising element.
- Increase giving from current supporters through producing compelling appeals and resources.
- Support the External Relations Committee in planning and coordinating fundraising events and campaigns.
- Support the Executive Director to identify appropriate Trusts and Foundations. Assist with the application process, including writing grant bids.
- Speak at events and groups to promote the work of Wellspring.

### Publicity & Communications (40%)

- In collaboration with the Executive Director and External Relations Committee create, develop and implement the communications and publicity strategy for Wellspring.
- Develop a strategy/ procedure for communicating regularly with Wellspring's varying 'customers' including friends (individual givers), volunteers, businesses and churches.
- Ensure that promotional material is used appropriately, reviewed and updated regularly, including printed material, website and social media pages.
- Support the Executive Director in writing the Annual Report, quarterly newsletter (sent via mail chimp) and monthly prayer update, including content generation and production, and email distribution list management.
- In collaboration with the Administrator regular updating of the organisational website and social media pages.
- Maintain current procedures for listening to and collecting the views of clients to assess the organisation's performance and have stories and case-studies ready for use, when needed.
- Be responsible for all material on social media (facebook and twitter) and promote key messages.
- Develop event specific publicity material as and when needed.
- With the Executive Director develop key messages and standard paragraphs to be used in communications.
- Communicate with the press and produce written and verbal articles, in collaboration with the Executive Director.

- Respond to enquiries from publicity campaigns, arranging appropriate follow up, including booking for the Executive Director to talk at events or attend/ arrange meetings to further the work of the organisation.

### **Organisational Duties**

- Work with and alongside other staff and professional volunteers to understand the various projects of the charity, in depth in order to publicise them.
- Maintain appropriate confidentiality at all times.
- Attend and prepare for line management, team and other meetings as required. To attend internal and external training sessions relevant to the post.
- Carry out any other reasonable duties for the benefit of the organisation as required by their Manager.